



Use of School Logo and Name

AUGUST 2023



Help for non-English speakers

If you need help to understand this policy, please contact Maffra Secondary College Office
03 5147 1790.

PURPOSE

To explain to school community members the conditions under which the school name and logo may be used. The Maffra Secondary College ("College") logo is an image of a Banskia plant encircled by the College name.

POLICY

The College logo(s), and/or name, can only be used with the express permission of the College School Council and the College Principal. To obtain permission, a written request must be submitted to School Council for consideration, including:

- The purpose of the use of the school name and/or logo; and
- How the College name and/or logo will be used, including any affiliated organisations; and
- How the use of the College name and/or logo will be monitored to ensure the College's reputation is maintained.

Activities under the College name have the potential to cause damage to the College's reputation, and to individuals who are a part of our College community if not appropriately monitored. As such, if permission to use the College name or logo is given, the user, individual or group, is required to meet the following standards in terms of usage, language and type of communication:

- Observe the College values and expected behaviours at all times;
- Consider the best interests of the College's students;
- Abide by all laws, regulations, DET policies and guidelines;
- Refrain from hate speech, racism, homophobia, sexism, discrimination or other communications of animosity or disparagement of an individual or a group on account of a group characteristic such as race, colour, national origin, sex, disability, religion, or sexual orientation;
- Behave in a civil and respectful manner;
- Seek permission for any affiliations with community groups or businesses;
- Uphold the good reputation of the College; and
- Act with integrity.

In the instance that the standards above are not met, the College maintains the right to request that the use of the College name and/or logo be stopped immediately, and any communication be removed from the public space. This may include public social media groups or individual online posts that use the College logo.

Students do not need approval to use the College name and/or logo in school projects, signs and banners related to College events, for approved fundraisers for College activities or projects, for graduation announcements, positive promotion of the College in general, for personal “school pride” use or other school-related uses.

POLICY REVIEW AND APPROVAL

Policy last reviewed	August 2023
Approved by	School Council
Next scheduled review date	August 2027